

1(a) When I first started my AS project I had little to no skills when it came to research and planning skills, so these for me were built up over time.

In my AS we were set an activity ancillary tasks, these were to create a school magazine and record a short scene of a film, my group decided to undertake both these tasks, the reason being we believed that one would have a better outcome than the other would highlight our skills. This was the first stage in our planning. Compared to our A2 this is a very different approach, in A2 we sat down and discussed our strong points and came to a decision based on our skills, this is a much better way to do things as it saved us time so would allow us to focus more on the task at hand,

In our AS we used powerpoint in order to write ideas and keep track of different parts of our project it was like a portfolio that we used for research and we could go back to it when we wanted to use information or add to it. Powerpoint is a much better method than trying to keep track of everything on paper as it keeps it much neater and is more easily acceptable. In our A2 we moved away from powerpoint and started putting all of our research in a blog instead. The blog was a major benefit. The reason the blog was so useful was because it was interactive and we could also access it from home. Being able to access it from home was very useful, it meant we could add to our project whenever we wanted and wherever we wanted, not having to use a specific computer etc. It made working on the project a lot easier. The interactivity side was also very good, it meant people could leave comments and/or feedback on our blogs and we could use this constructively. So using the blog for research and planning was definitely the better thing to do.

The main resource we used for researching was the internet. Initially in our AS we used the internet for browsing purposes only, collecting images and information that we could use constructively for research. Once we got to A2 we were more aware of other values of the internet, again the interactivity side of things. We began using sites like youtube because they would let us view videos, leave content and get feedback. This was a much more focused response rather than just looking for information. So this helped this helped with research a lot more. In terms of creative decision making sitting and discussing what our plans were was defiantly a better idea than just trial and error like we tried the first time. It gave us more time to work on what we knew was best. Using the blog instead of Powerpoint was a good decision as it allowed freedom of work and the interactivity was much better. Also deciding to use interactive sites such as youtube was a good idea as it allowed us more focused feedback which is better than just browsing for things.

1(b) I will be analysing media representation within my AS project

In this project I chose to make a magazine cover, it was the cover for a music magazine, so representation with this would be vital. I was set an ancillary task, to create a school magazine, I chose to stick to a very traditional style cover, thus keeping the representation the same. Within a school magazine there isn't really real representation that you can challenge, trying to make a magazine like this different would only aid in upsetting the customer, which is not something you want to do. So after researching existing media and finding the representations of schools I created my magazine's cover, keeping to these representations the magazine showed schools to be a place of learning where you could get an education but still have fun, a place where adults could let their children go and still be safe, it is a very typical representation of how schools nowadays are. A typical representation of an older school would be getting rapped on the hand and strict teachers, however this changed a long time ago and a typical representation is as started before, a fun place of education. I didn't really feel as if this project would let me create a different representation, so that's why I stuck to the typical one.

In the main part of my project I had to create the cover for a music magazine, this again was the sort of media where stereotypes and representations run very strong throughout. I decided that the specific genre of my music magazine would be rock. After researching this I found the typical representation of rock musicians are for them to be

quite dark and sinister, magazines are usually laden with the colour black and red and artists wear always in pictures looking rather evil. A modern representation would be more colourful with the artist looking a lot different. The magazine would be more colourful, it would be something the consumer would not expect, but would they really enjoy that?

I decided that again I would stick to the traditional representation of the rock genre, I used dark colours and made my artists look very dark. This is the representation of artists the viewer wants to see, where a modern representation might shock them, the traditional representation is what pleases the viewer aesthetically.

I believe that if I were designing another sort of magazine I would use a much more modern representation. For example, if it were a woman's magazine, I would make the woman seem very powerful, which is a modern representation.

In my magazine however the traditional representation worked better, showing the male to be very dominant for example, using typically manly colours.

I believe I followed all the typical representations throughout which led to a very good outcome that the typical viewer of that type of product would enjoy. Although it feeds into stereotypes which some people do not agree with I find in this case that it worked very well.

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'The impact of the internet on the media 'is revolutionary''. This is a statement that I definitely agree with, the advancement in all areas of the media since the internet is massive, whether it be for positive or negative reasons, it has still had massive affect. To start of, the internet used to be a place for browsing, there was media online, news, videos, articles, lots of information that the viewer could take in, this in itself was a massive advancement, that's when web 2.0 was introduced.

Web 2.0 is what has allowed us, as consumers to interact and be part of things online. Before, you could only read, only watch, whereas now, we can publish things online, we can have our works comment on, and we can comment on others. The internet in terms of media has brought people together, sites like youtube are revolutionising in themselves.

Before web 2.0 and youtube people would only watch professional videos, that's because the professionals were the only people that had access to different forms of showing their work. If someone were to invite you to watch an amateur video of someone singing a song really badly for example, you wouldn't have seen the appeal. But now with the introduction of the internet and web 2.0 amateurs can post their own videos online and people love to watch it. People watch and comment and get feedback, it has changed the market for media completely.

Nowadays any amateur can make a video and publish it online, as easily as any professional, this means there is a lot more content out there for media consumers. Why for example, would a consumer choose to watch a professional video over an amateur one? They might not anymore as the market has changed drastically since the internet.

Nowadays you can find people called "Prosumers" these are producers/consumers, they watch other people's work, but also produce things and share it themselves, this has only become able to do it since internet, so again another revolution. The internet has also had a massive impact on distribution and consumption.

Distribution wise, the internet allows for free advertising which means money is saved. It also allows for online shops, this means no more selling CDs OR DVDs in shops as they can quite as easily be sold online.

This being able to sell online has introduced a new theory called 'the long tail', this is much more in common within the music industry at the moment than it is with film, mainly because of how long films take to download and how they are not stored digitally online. The long tail allows unheard of artists, like 'Shearng' to make a living, not by selling millions of albums in one go, but by selling small amounts over a constant, if you to make a graph of show an example it would be very drawn out and long, hence the

name, the long tail. This is definitely a revolution as it allows people who would not have been previously able to make a career, be able to now, and all thanks to the internet. The internet has also changed how we listen to and buy music. Music is now hosted online in pay sites such as 'iTunes store' this allows people to buy straight offline, why go to the shop and buy a whole album when you can get the specific song you want from the internet in an instant. The internet has revolutionised how we listen to music. People use to buy albums and listen to the whole thing, now there is no need to buy albums it has changed this, with people listening to maybe one or two songs from an album and that is all.

The main way, in my opinion, in which the internet has revolutionised the media is through interaction.

Say a news reporter were to post a report on something, every day people could then comment, giving there views, or maybe even update the report, in some ways we are very much taking it into our own hands.

Wikipedia for example, an online inventory with information about pretty much everything, and all built by contributions from everyday people. Before web 2.0 a team of people would be required to create such a thihng, gathering knowledge offline and putting it online. Now web 2.0 is introduced, the information people know, they want to share and they do out of free will, definately another revolution that the internet has caused.

The internet also revolutionised the way we play games, with online gaming now a massing thing. People interact with each other through games over the internet. This has become so popular that people believe that is may start becoming a threat to other media such as the film industry. Why just sit and watch when you can interact and others can interact with you, interactivity with media sees to be what people whant and the internet is what has made this easily accessable.

Every form of media is also now hosted online, films, music, news, games, everything is on the internet, and every single one, consumers can have an input with weather this will be putting their own media online, their own videos, their own music etc, or it be commentating, receiving comments, it is all part of one massive revolution.

As I said before, before youtube amateur videos were unheard of. Now people can be more famous than professionals because of the media they have created, and others have been able to see because of the internet. Before people would have been unheard of, but distrobution has been made so easy that pretty much anyone noe can make them selves heard of if they post the right content in the right places.

The internet is definately a massive revolution, affecting all aspects of the media, and I believe in years to come the media will become more and more reliant on the internet and it will become a much bigger part than it already is.